



WKMG

ORDER

Flight Dates 10/09/12-10/15/12

Contract / Revision 253716 /
Original Date / Revision 07/10/12 08/28/12
Advertiser POL/American Crossroads

Product AMERICAN CROSSROADS
Agency Com 15%
Billing Contact
600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Agency Mentzer Media Services
Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:10:00
Estimate # 1774
Alt Order # 06227552
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue
Priority P-3
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 101600

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$86,360.00	\$101,600.00	0.00	10/01/12	10/15/12	61	\$86,360.00	\$101,600.00
Totals	61	\$86,360.00	\$101,600.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKMG	10/09/12	10/12/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	8	\$450.00	P-3	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	8		\$450.00		0.00						
N 2	WKMG	10/09/12	10/12/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	8	\$700.00	P-3	0.00	NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	8		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
8	WKMG	10/08/12-10/14/12		11-12p Price Is Right		11a-12p	-TWThF----	:30		(\$700.00)		0.00	NM		
See MG 2.9 [Oversold]															
9	WKMG	10/09/12-10/12/12		Morn News at 6a		6-7a	-TWThF----	:30		\$700.00		0.00	NM		
Ⓜ MG for 2.8 10/10															
N 3	WKMG	10/09/12	10/12/12		CM	6-630p	-TWTF--	:30	8	\$800.00	P-3	0.00	NM	8	\$6,400.00



WKMG

Print Date: 08/29/12

Page 2 of 3

Contract / Revision

253716

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 07/10/12/ 08/28/12

Order Sep 00:10:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1774**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News at 6p											
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	8		\$800.00		0.00						
N 4	WKMG	10/09/12	10/12/12	News at 7p	CM	7-7:30p	-TWTF--	:30	8	\$1,000.00	P-3	0.00	NM	8	\$8,000.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	8		\$1,000.00		0.00						
N 5	WKMG	10/09/12	10/12/12	M-F 11p News	CM	11-1135p	-TWTF--	:30	8	\$1,750.00	P-3	0.00	NM	8	\$14,000.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	8		\$1,750.00		0.00						
N 6	WKMG	10/11/12	10/11/12	Thu Prime 9p	CM	9-10p	---1---	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
				Person of Interest											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---1---	1		\$8,000.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WKMG	10/08/12-10/14/12	Thu Prime 9p	9-10p		---Th-----	:30	(\$8,000.00)	0.00	NM				
See MG 6.2															
[Vice Presidential Debate]															
2		WKMG	10/14/12-10/14/12	Sun Prime 10-11p	10-11p		-----Su	:30	\$8,000.00	0.00	NM				
Ⓜ MG for 6.1 10/11															
N 7	WKMG	10/12/12	10/12/12	Fri Prime 8p	CM	8-9p	----1--	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
				CSI:NY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$4,500.00		0.00						
N 8	WKMG	10/13/12	10/13/12	Sat Prime 8p	CM	8-9p	-----1-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Crimetime Sat 8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1-	1		\$3,000.00		0.00						
N 9	WKMG	10/13/12	10/13/12	Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
				Sat 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1-	1		\$1,750.00		0.00						
N 10	WKMG	10/14/12	10/14/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1	1		\$1,800.00		0.00						
N 11	WKMG	10/14/12	10/14/12	Face The Nation	CM	1030-11a	-----1	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Face The Nation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1	1		\$1,800.00		0.00						
N 12	WKMG	10/14/12	10/14/12	NFL Game 1	CM	various	-----1	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				NFL Game 1	(1:00 PM-4:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1	1		\$10,000.00		0.00						
N 13	WKMG	10/14/12	10/14/12	Sun Prime 7-8p	CM	7-8p	-----1	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
				Sun 7-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1	1		\$8,000.00		0.00						
N 14	WKMG	10/14/12	10/14/12		CM	9-10p	-----1	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
				Sun Prime 9-10p Good Wife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1		1			\$7,000.00		0.00				
N 15	WKMG	10/14/12	10/14/12	Sun 11p News Sun 11p News	CM	11-1135p	-----S	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----S		1			\$1,750.00		0.00				
N 16	WKMG	10/15/12	10/15/12	CBS This Morning The Early Show	CM	7-9a	2-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	2-----		2			\$450.00		0.00				
N 17	WKMG	10/15/12	10/15/12	11-12p Price Is Right Price Is Right	CM	11a-12p	2-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	2-----		2			\$700.00		0.00				
N 18	WKMG	10/15/12	10/15/12	News at 6p News at 6p	CM	6-630p	2-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	2-----		2			\$800.00		0.00				
N 19	WKMG	10/15/12	10/15/12	News at 7p News at 7p	CM	7-7:30p	2-----	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	2-----		2			\$1,000.00		0.00				
N 20	WKMG	10/15/12	10/15/12	M-F 11p News M-F 11p News	CM	11-1135p	2-----	:30	2	\$1,750.00	P-3	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	2-----		2			\$1,750.00		0.00				
N 21	WKMG	10/15/12	10/15/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1			\$7,000.00		0.00				
Totals														61	\$101,600.00



WKMG

ORDER

Print Date 08/29/12 Page 1 of 6

Flight Dates 10/02/12-10/08/12

Contract / Revision 253824 /

Original Date / Revision
07/11/12 08/28/12

Advertiser POL/American Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314Product
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 692

Alt Order # 06229229

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 81750

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	58	\$69,487.50	\$81,750.00	0.00	10/01/12	10/08/12	58	\$69,487.50	\$81,750.00
Totals	58	\$69,487.50	\$81,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	10/02/12	10/02/12	Morn News at 5a Morn News at 5a	CM	5-530a	-1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----					1	\$350.00		0.00			
N 2	WKMG	10/03/12	10/03/12	Morn News at 5a Morn News at 5a	CM	5-530a	--1----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----					1	\$350.00		0.00			
N 3	WKMG	10/04/12	10/04/12	Morn News at 5a Morn News at 5a	CM	5-530a	---1---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---					1	\$350.00		0.00			
N 4	WKMG	10/05/12	10/05/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--					1	\$350.00		0.00			



WKMG

Print Date: 08/29/12

Page 2 of 6

Contract / Revision

253824

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/11/12/ 08/28/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 692

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKMG	10/05/12	10/05/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$350.00		0.00			
N 5	WKMG	10/08/12	10/08/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$500.00		0.00			
N 6	WKMG	10/02/12	10/02/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$500.00		0.00			
N 7	WKMG	10/03/12	10/03/12	Morn News at 530a Morn News at 530a	CM	530-6a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$500.00		0.00			
N 8	WKMG	10/04/12	10/04/12	Morn News at 530a Morn News at 530a	CM	530-6a	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$500.00		0.00			
N 9	WKMG	10/05/12	10/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	----1--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$500.00		0.00			
N 10	WKMG	10/08/12	10/08/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$600.00		0.00			
N 11	WKMG	10/02/12	10/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	-1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$600.00		0.00			
N 12	WKMG	10/03/12	10/03/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$600.00		0.00			
N 13	WKMG	10/04/12	10/04/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$600.00		0.00			
N 14	WKMG	10/05/12	10/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$600.00		0.00			
N 15	WKMG	10/08/12	10/08/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$450.00		0.00			
N 16	WKMG	10/02/12	10/02/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/29/12

Page 3 of 6

Contract / Revision

253824

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/11/12/ 08/28/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 692

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WKMG	10/02/12	10/02/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$450.00		0.00			
N 17	WKMG	10/03/12	10/03/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$450.00		0.00			
N 18	WKMG	10/04/12	10/04/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$450.00		0.00			
N 19	WKMG	10/05/12	10/05/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$450.00		0.00			
N 20	WKMG	10/08/12	10/08/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$600.00		0.00			
N 21	WKMG	10/02/12	10/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-1-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$600.00		0.00			
N 22	WKMG	10/03/12	10/03/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$600.00		0.00			
N 23	WKMG	10/04/12	10/04/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$600.00		0.00			
N 24	WKMG	10/05/12	10/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$600.00		0.00			
N 25	WKMG	10/02/12	10/02/12	News at 5p News at 5p	CM	5-530p	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$700.00		0.00			
N 26	WKMG	10/03/12	10/03/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$700.00		0.00			
N 27	WKMG	10/04/12	10/04/12	News at 5p News at 5p	CM	5-530p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$700.00		0.00			
N 28	WKMG	10/05/12	10/05/12	News at 5p News at 5p	CM	5-530p	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$700.00		0.00			



WKMG

Print Date: 08/29/12

Page 4 of 6

Contract / Revision 253824 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 07/11/12/ 08/28/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 692

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 28	WKMG	10/05/12	10/05/12	News at 5p News at 5p	CM	5-530p	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$700.00		0.00			
N 29	WKMG	10/08/12	10/08/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$800.00		0.00			
N 30	WKMG	10/02/12	10/02/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$800.00		0.00			
N 31	WKMG	10/03/12	10/03/12	News at 6p News at 6p	CM	6-630p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$800.00		0.00			
N 32	WKMG	10/04/12	10/04/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$800.00		0.00			
N 33	WKMG	10/05/12	10/05/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$800.00		0.00			
N 34	WKMG	10/08/12	10/08/12	CBS Evening News CBS Eve News	CM	630-7p	1-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$1,500.00		0.00			
N 35	WKMG	10/02/12	10/02/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$1,500.00	P-3	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/01/12-10/07/12		CBS Evening News		630-7p	-T-----	:30		(\$1,500.00)		0.00	NM		
See MG 35.2, 35.3															
[Oversold - can clear on Mon]															
2	VKMG	10/02/12-10/05/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 35.1 10/02															
3	VKMG	10/02/12-10/05/12		Morn News at 6a		6-7a	-TWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 35.1 10/02															
N 36	WKMG	10/03/12	10/03/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$1,500.00		0.00			
N 37	WKMG	10/04/12	10/04/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$1,500.00		0.00			
N 38	WKMG	10/05/12	10/05/12	CBS Evening News CBS Eve News	CM	630-7p	----1--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/29/12

Page 5 of 6

Contract / Revision **253824** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 08/28/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **692**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 38	WKMG	10/05/12	10/05/12	CBS Evening News CBS Eve News	CM	630-7p	----1--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$1,500.00		0.00			
N 39	WKMG	10/08/12	10/08/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$1,000.00		0.00			
N 40	WKMG	10/02/12	10/02/12	News at 7p News at 7p	CM	7-7:30p	-1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$1,000.00		0.00			
N 41	WKMG	10/03/12	10/03/12	News at 7p News at 7p	CM	7-7:30p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$1,000.00		0.00			
N 42	WKMG	10/04/12	10/04/12	News at 7p News at 7p	CM	7-7:30p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$1,000.00		0.00			
N 43	WKMG	10/05/12	10/05/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$1,000.00		0.00			
N 44	WKMG	10/08/12	10/08/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$1,750.00		0.00			
N 45	WKMG	10/02/12	10/02/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$1,750.00		0.00			
N 46	WKMG	10/03/12	10/03/12	M-F 11p News M-F 11p News	CM	11-1135p	--1----	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$1,750.00		0.00			
N 47	WKMG	10/04/12	10/04/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$1,750.00		0.00			
N 48	WKMG	10/05/12	10/05/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	:30	1	\$1,750.00	P-3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$1,750.00		0.00			
N 49	WKMG	10/02/12	10/02/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$10,000.00		0.00			
N 50	WKMG	10/03/12	10/03/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$8,000.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 50	WKMG	10/03/12	10/03/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----		1				\$8,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/01/12-10/07/12		Wed Prime 10p		10-11p	--W-----	:30		(\$8,000.00)		0.00	NM		
See MG 50.2															
[First Presidential Debate 9-11p]															
2	WKMG	10/02/12-10/02/12		Tue Prime 10p		10-11p	-T-----	:30		\$8,000.00		0.00	NM		
Ⓜ MG for 50.1 10/03															
N 51	WKMG	10/05/12	10/05/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--		1				\$7,000.00		0.00			
N 52	WKMG	10/06/12	10/06/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1-		1				\$500.00		0.00			
N 53	WKMG	10/06/12	10/06/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1-		1				\$550.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	10/01/12-10/07/12		Sat 6p News		6-630p	-----Sa--	:30		(\$550.00)		0.00	NM		
See MG 53.2															
[No show due to NCAA Football]															
2	WKMG	10/02/12-10/07/12		Morn News at 6a		6-7a	-TWThF----	:30		\$550.00		0.00	NM		
Ⓜ MG for 53.1 10/06															
N 54	WKMG	10/06/12	10/06/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1-		1				\$5,000.00		0.00			
N 55	WKMG	10/06/12	10/06/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1-		1				\$700.00		0.00			
N 56	WKMG	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1		1				\$1,800.00		0.00			
N 57	WKMG	10/07/12	10/07/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1		1				\$8,000.00		0.00			
Totals														58	\$81,750.00